
Getting the Edge!

June 9, 2016

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Urban Libraries Council





Tiny Tot computers being used by patrons, Alum Rock branch, San José Library. Photo by [San José Library](#). Used under [CC license](#).

Session Overview

- What is Edge and why is Edge important to public libraries?
- What is the Edge Toolkit?
- Use your Edge Results Reports to create an Action Plan for your library



Free and open access to digital information



Job center at the Richland County Public Library, SC

Free and open access to technology



Learning and discovering at Sacramento
Public Library, CA.

Edge Coalition



What is Edge?



Entrance hall at the New York Public Library. Photo by [Sam Saunders](#). Used under [CC license](#).

An assessment and planning tool for public libraries to evaluate public access technology and identify how it can be used to help communities.



Why is Edge Important to Public Libraries?

- **Assess** current public access technology and how it's used
- Identify ways to **strengthen** or enhance public access technology
- Engage with key leaders about the role for the public library in **improving communities**

The Edge Toolkit



BENCHMARKS



**ASSESSMENT
TOOL**



**RECOMMENDATIONS &
RESOURCES**



TRAINING



PLANNING TOOLS



**COMMUNITY
ENGAGEMENT**

Overview of Reports for Today's Class

Three reports we will review today:

- Your library's Assessment Results
- Your library's Peer Comparison Report
- The National Peer Attribute Report

Reviewing results and getting ready for action planning

YOU DID THE ASSESSMENT. NOW WHAT?

Lourdes Aceves, Senior Program Manager
Edge Initiative, Urban Libraries Council

You Did the Assessment. Now What?

Part 1: Edge Benchmark Framework

Part 2: Identifying Action Items

Part 3: Prioritizing Action for Impact

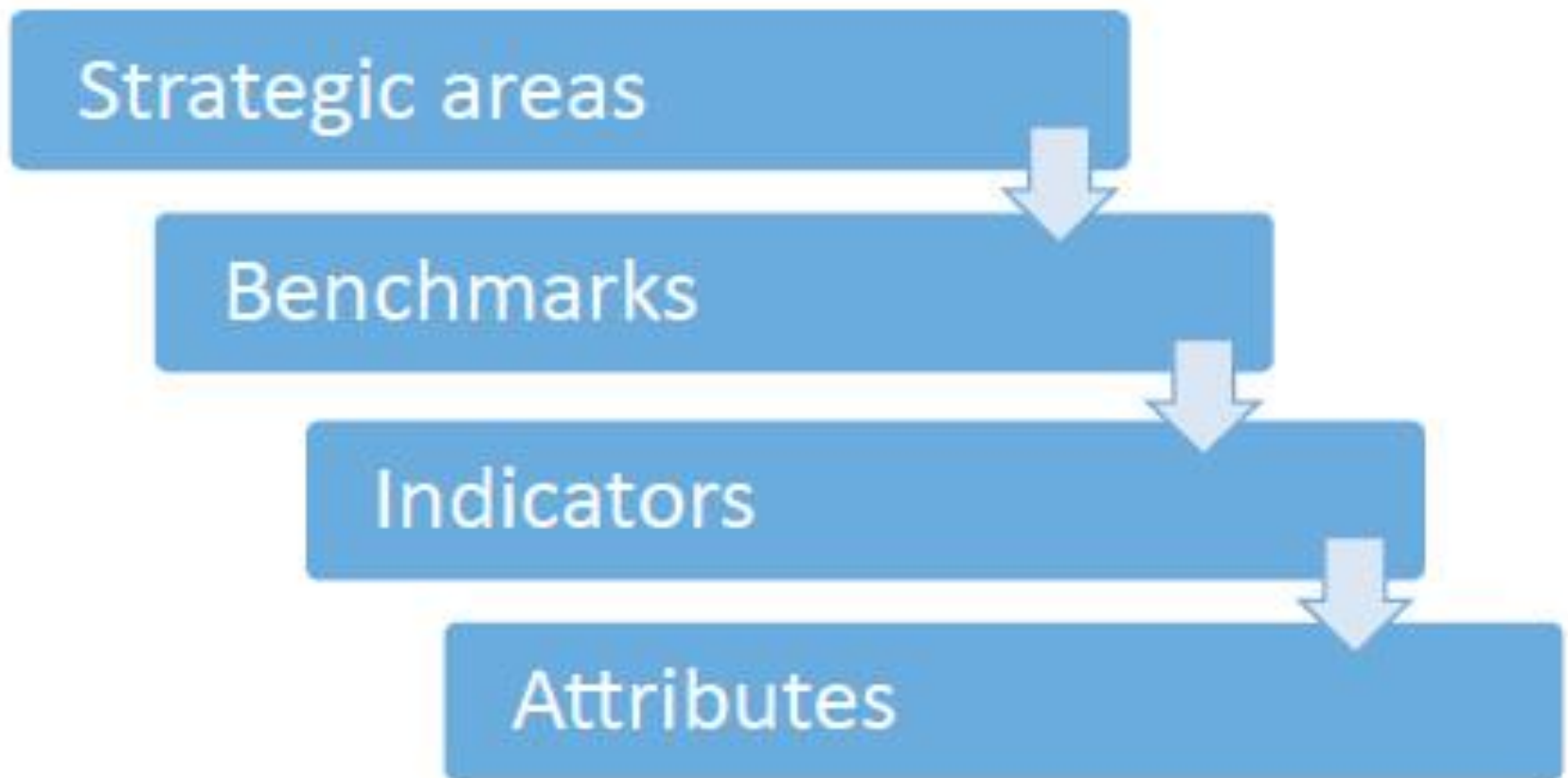
Part 4: Getting Ready for Action

Part 5: Looking Outside the Reports

Understanding Edge Terms


EDGE BENCHMARK FRAMEWORK

EDGE BENCHMARK FRAMEWORK



Assessment survey: framework structure

Community Value



Benchmark 3: Libraries provide technology resources to help patrons meet important needs related to personal goals and community priorities.

3.1 (of 4) The library supports use of public technology for workforce development and entrepreneurship.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library selects and organizes online resources for job seeking, employment skill-building, or professional certification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library selects and organizes online resources for small business development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library offers access to online career testing preparation tools through its website and/or through career testing software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A library-organized or -hosted class for patrons on using online job-seeking, career development, and small business development resources is held at least quarterly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To return to a previous page, return to the menu and select the benchmark. **DO NOT use the Forward and Back buttons on your browser to move through the assessment.** To return to the menu, click 'Return to Menu', then click *NEXT*. To return to LibraryEdge.org, click 'Return to Menu', then click the LibraryEdge.org link in the upper right corner of the menu screen.

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Benchmark

Indicator

Attributes

Strategic area

Assessment survey: framework structure

Engaging
Community and
Decision Makers

Benchmark 4: Libraries make strategic decisions based on community priorities for digital inclusion and innovation.

4.3 (of 5) The library surveys its patrons about technology use in strategic purpose areas.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library surveys patrons annually about public technology use and outcomes in the following purpose areas:				
• Workforce development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• eGovernment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Health and wellness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Benchmark

Indicator

Attributes

Strategic area

Assessment survey: framework structure

Organizational Management

Benchmark 8: Libraries have sufficient staff with technology expertise to help patrons achieve their goals.

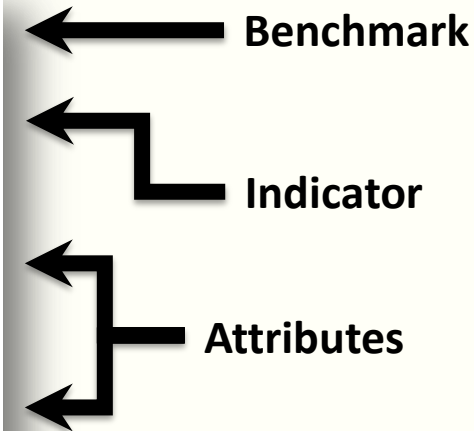
8.2 (of 3) Library staff assigned to assist patrons are responsible for maintaining technology competencies.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Job descriptions for public services staff contain technology competencies and responsibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual evaluations for public services staff include review of technology-related performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annual goal setting for public services staff includes expectations for technology performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To return to the previous page, return to the menu and select the benchmark. **DO NOT use the Forward and Back buttons on your browser to move through the assessment.** To return to the menu, click 'Return to Menu', then click *NEXT*. To return to LibraryEdge.org, click 'Return to Menu', then click the LibraryEdge.org link in the upper right corner of the menu screen.

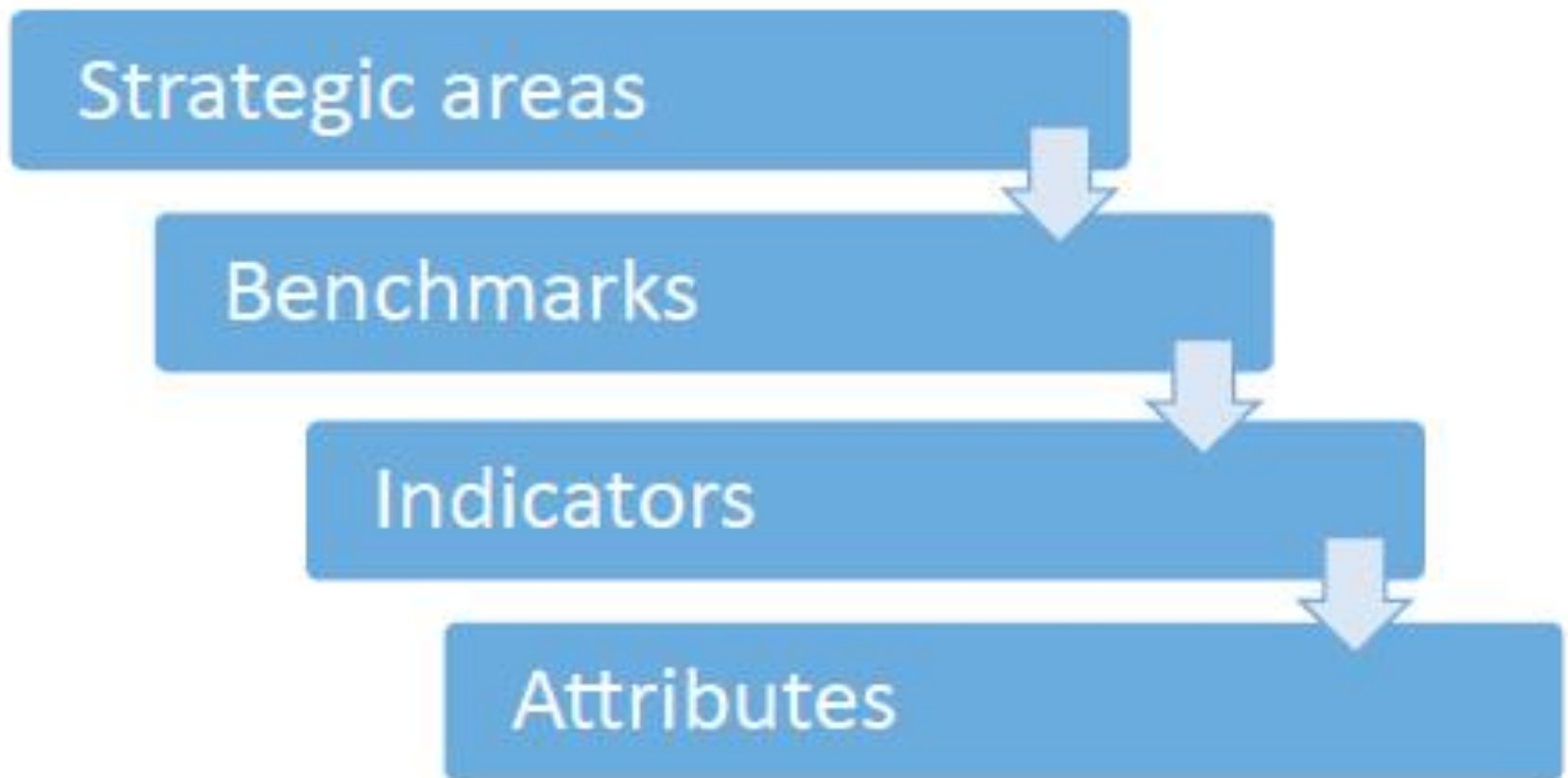
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NEXT



Strategic area

EDGE BENCHMARK FRAMEWORK



Using **Assessment Results** to identify possible action items

IDENTIFYING ACTION ITEMS

Don't feel bad about what you're not doing!



No one gets 100%.

3 Tools to Help You Plan and Prioritize



Use the reports to plan and prioritize what your community needs most.



Assessment Results

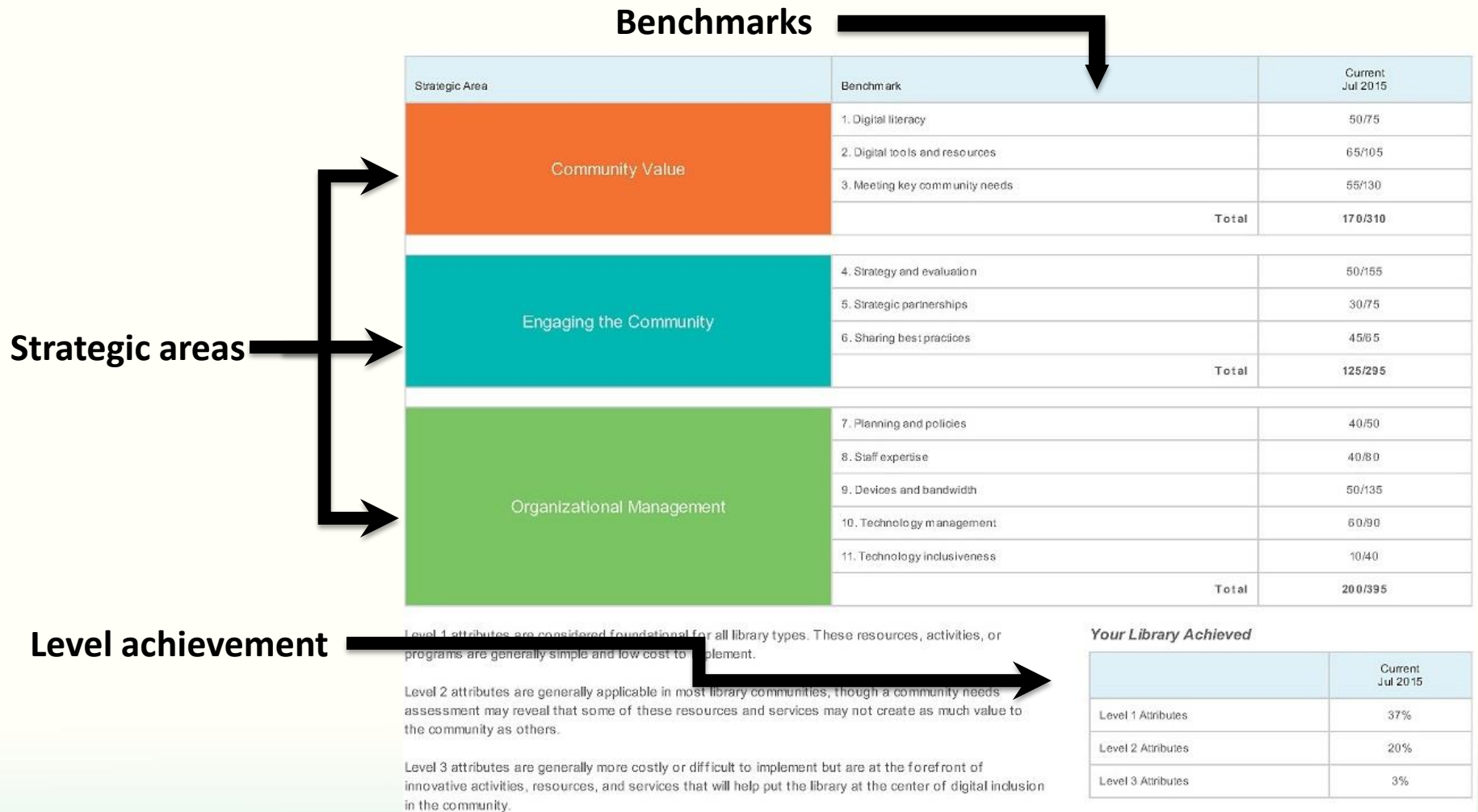


Chess instruction at [Santa Cruz Public Library](#).
Used by [CC license](#).



Computer training at [Towanda Township Library, PA](#). Used by [CC license](#).

Assessment results by strategic area and benchmarks



IDENTIFYING ACTION ITEMS

THREE STEP APPROACH

1. Calculate percentage of points achieved in each strategic area. Identify and focus on the strategic area where you scored lowest.
2. Identify benchmarks where you have the most room for growth.
3. Start with Level 1 attributes in low scoring indicators.

Assessment results: diagnostics of strategic area

Strategic Area	Benchmark	Current Jul 2015
Community Value	1. Digital literacy	50/75
	2. Digital tools and resources	65/105
	3. Meeting key community needs	55/130
	Total	170/310
Engaging the Community	4. Strategy and evaluation	50/155
	5. Strategic partnerships	30/75
	6. Sharing best practices	45/65
	Total	125/295
Organizational Management	7. Planning and policies	40/50
	8. Staff expertise	40/80
	9. Devices and bandwidth	50/135
	10. Technology management	60/90
	11. Technology inclusiveness	50/105
	Total	200/395

55%

42%

51%

What percent of points were achieved?

Was the percent higher/lower for certain strategic areas?

Level 1 attributes are considered foundational for all library types. These resources, activities, or programs are generally simple and low cost to implement.

Level 2 attributes are generally applicable in most library communities, though a community needs assessment may reveal that some of these resources and services may not create as much value to the community as others.

Level 3 attributes are generally more costly or difficult to implement but are at the forefront of innovative activities, resources, and services that will help put the library at the center of digital inclusion in the community.

Your Library Achieved

	Current Jul 2015
Level 1 Attributes	37%
Level 2 Attributes	20%
Level 3 Attributes	3%

Assessment results: diagnostics of benchmarks

Focus on
Benchmarks

Strategic Area	Benchmark	Current Jul 2015
Community Value	1. Digital literacy	50/75
	2. Digital tools and resources	65/105
	3. Meeting key community needs	55/130
	Total	170/310
Engaging the Community	4. Strategy and evaluation	50/155
	5. Strategic partnerships	30/75
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	Total	125/295
Organizational Management	7. Planning and policies	40/50
	8. Staff expertise	40/80
	9. Devices and bandwidth	50/135
	10. Technology management	60/90
	11. Technology inclusiveness	10/40
	Total	200/395

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Your Library Achieved

	Current Jul 2015
Level 1 Attributes	37%
Level 2 Attributes	20%
Level 3 Attributes	3%

Assessment results: diagnostics of level

Strategic Area	Benchmark	Current Jul 2015
Community Value	1. Digital literacy	50/75
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	3. Meeting key community needs	55/130
	Total	170/310
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	Total	125/295
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Your Library Achieved

	Current Jul 2015
Level 1 Attributes	37%
Level 2 Attributes	20%
Level 3 Attributes	3%

**Have most of the
Level 1 attributes
(questions) been
achieved?**

Assessment results by indicator and attributes

Library response

Benchmark 4

Libraries make strategic decisions based on community priorities for digital inclusion and innovation

4.1 The library has leaders who maintain on-going relationships with community leaders.

Level	Indicator	Library response	Points achieved	Points possible
1	Library leaders attend regular meetings of local elected governing bodies (e.g., city council, county boards of supervisors, town council) that exist within their legal service area at least annually	Yes	10	10
1	A list of local media contacts is maintained and updated at least annually	Yes	5	5
2	Outreach to local media is conducted at least quarterly through one-on-one meetings, press releases, op-eds, or media events at the library	Yes	5	5
2	A presentation about library technology is made to a community group at least annually (e.g., Kiwanis, Chamber of Commerce)	No, but plan to do so in the next year	0	5
2	At least one leader from a community-based organization serves on a library committee or governing board	Yes	5	5
3	At least one library representative sits on a key community board (e.g., community planning)	No, would like to but cannot at this time	0	5
3	The library places information about library technology and/or digital inclusion in local media outlets at least quarterly (e.g., news or feature story, blog post, radio or TV interview)	Yes	5	5
3	The library maintains its own or participates in an ongoing community advisory body whose responsibilities include helping to develop community digital inclusion and technology plans	No, but plan to do so in the next year	0	5

Total Points: 30 / 45 pts

4.2 The library gathers feedback from the community about its public technology needs.

Level	Indicator	Library response	Points achieved	Points possible
3	A analysis of the social and economic conditions of the community is conducted as part of information gathering for strategic planning and decision making	No, but plan to do so in the next year	0	10
3	Questions about community technology are included in a library-sponsored needs assessment survey	No, but plan to do so in the next year	0	10
3	Community technology-related questions are included in a local government survey	No, but plan to do so in the next year	0	10
3	The library conducts community-representative focus groups on the community's technology needs	No, would like to but cannot at this time	0	10
3	The library holds advertised forums on the community's technology needs	No, but plan to do so in the next year	0	10
3	The library conducts a community needs assessment for technology resources in languages other than English	No, would like to but cannot at this time	0	5
3	The library conducts a community needs assessment for technology resources for people with disabilities	No, would like to but cannot at this time	0	5

Total Points: 0 / 40 pts

Levels

Points

Attributes
(assessment
questions)

Assessment results: use levels to identify attributes

4.2 The library gathers feedback from the community about its public technology needs.

Level	Indicator	Library response	Points achieved	Points possible
1	An analysis of the social and economic conditions of the community is conducted as part of information gathering for strategic planning and decision making	No, but plan to do so in the next year	0	10
2-3	Questions about community technology are included in a library-sponsored needs assessment survey	No, but plan to do so in the next year	0	10
	Community technology-related questions are included in a local government survey	No, but plan to do so in the next year		
2-3	The library conducts community-representative focus groups on the community's technology needs	No, would like to but cannot at this time	0	10
	The library holds advertised forums on the community's technology needs	No, but plan to do so in the next year		
3	The library conducts a community needs assessment for technology resources in languages other than English	No, would like to but cannot at this time	0	5
3	The library conducts a community needs assessment for technology resources for people with disabilities	No, would like to but cannot at this time	0	5

Total Points: 0 / 40 pts

Start with Level 1 attributes in low scoring indicators.

Level 1 attributes are considered foundational for all library types. These resources, activities, or programs are generally simple and low cost to implement.

IDENTIFYING ACTION ITEMS

THREE STEP APPROACH

1. Calculate percentage of points achieved in each strategic area. Identify and focus on the strategic area where you scored lowest.
2. Identify benchmarks where you have the most room for growth.
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Using **Peer Comparison Reports** to identify possible action items

PRIORITIZING ACTION FOR IMPACT



Peer Comparison Reports



Librarians fundraising at Missoula Public Library. Photo by [Missoula Public Library](#). Used under [CC license](#).

Peer Comparison Report



- Helps libraries contextualize their scores
- Provides peer comparison data to help libraries determine priorities and make strategic decisions



PEER COMPARISON REPORT
PLEASANTVILLE PUBLIC LIBRARY
JULY 16, 2015

The Pleasantville Public Library recently completed the Edge Assessment to evaluate its public access technology services and resources. This peer comparison report—along with the assessment evaluation, training opportunities, and action plan feature—is a management and leadership tool to aid the library planning process.

This report shows the Pleasantville Public Library results in the context of other libraries serving populations of a similar size. Pleasantville Public Library belongs to the "Small" peer group, made up of libraries serving communities with a population between 5,000 and 15,000. The peer library scores are derived from the results of a random sample of public libraries across the nation. The scores below will help the library understand the assessment results in the context of possible points and the average points attained by libraries in the Small peer group.

No library is expected to achieve 100% on the assessment. In fact, libraries are encouraged to focus on the particular service needs they have identified through community assessments, customer feedback, and community-wide initiatives. Peer scores should not be seen as competitive, but as reference points to support strategic planning. Libraries with below average scores for a targeted benchmark may choose to move resources to that area. Libraries with above average scores for particular benchmarks may have strategies and stories that can inspire other libraries.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy	50	46	75
	2. Digital tools and resources	65	65	105
	3. Meeting key community needs	55	52	130
	Total	170	163	310
Engaging the Community	4. Strategy and evaluation	50	64	155
	5. Strategic partnerships	30	29	75
	6. Sharing best practices	45	34	65
	Total	125	127	295
Organizational Management	7. Planning and policies	40	34	50
	8. Staff expertise	40	54	80
	9. Devices and bandwidth	50	54	135
	10. Technology management	60	50	90
	11. Technology inclusiveness	10	16	40
	Total	200	208	395
Overall Score		495	498	1000

Your score in context:

The overall score for Pleasantville Public Library is 495 of 1000 possible points.

Pleasantville Public Library is a member of the Small peer group (population between 5,000 and 15,000).

In a representative sample of libraries in the Small peer group scores ranged from 160-845.

The average score for libraries in the Small peer group was 446-581.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy			
	1.1 Digital literacy group training	5	10	25
	1.2 Digital literacy individual training	45	36	50
	2. Digital tools and resources			
	2.1 Digital content creation	30	23	40
	2.2 Website content monitoring	5	19	30
	2.3 Website information resources	30	23	35
	3. Meeting key community needs			
	3.1 Workforce development	5	10	30
	3.2 eGovernment and legal	10	9	30
	3.3 Educational opportunities	30	21	40
	3.4 Health and wellness	10	12	30
Engaging the Community	4. Strategy and evaluation			
	4.1 Maintaining community relationships	35	31	45
	4.2 Community analysis and assessment	10	9	40
	4.3 Patron surveys	0	1	20
	4.4 Technology services evaluation	5	10	25
	4.5 Strategic planning	0	13	25
	5. Strategic partnerships			
	5.1 Partnership development	30	20	45
	5.2 Technology outreach	0	10	30
	6. Sharing best practices			
	6.1 Community of practice	45	30	45
	6.2 Annual survey	0	4	20
Organizational Management	7. Planning and policies			
	7.1 Data management policies	40	34	50
	8. Staff expertise			
	8.1 Staff technology training	30	31	40
	8.2 Staff technology competencies	0	9	20
	8.3 Patron technology support	10	14	20
	9. Devices and bandwidth			
	9.1 Device availability	10	10	30
	9.2 Bandwidth capacity	0	17	30
	9.3 Device session periods	25	24	35
	9.4 Peripheral technology equipment	15	19	40
	10. Technology management			
	10.1 Internet connectivity	25	18	35
	10.2 Out-of-service devices	25	18	30
	10.3 Technology service metrics	10	14	25
	11. Technology inclusiveness			
	11.1 Assistive technology	10	16	40

Peer comparison report: More help setting goals

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	Total	200	208	395
Overall Score		495	498	1000

Were the points achieved above/below the peer group average in certain strategic areas?

As a library, where do you want to be in relation to your peer group average?

Peer comparison report: More help setting goals

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As a library, where do you want to be in relation to your peer group average?

Peer comparison report page 2-indicators

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
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	1.2 Digital literacy individual training	45	36	50
	2. Digital tools and resources			
	2.1 Digital content creation	30	23	40
	2.2 Website content monitoring	5	19	30
	2.3 Website information resources	30	23	35
	3. Meeting key community needs			
	3.1 Workforce development	5	10	30
	3.2 eGovernment and legal	10	9	30
	3.3 Educational opportunities	30	21	40
	3.4 Health and wellness	10	12	30
Engaging the Community	4. Strategy and evaluation			
	4.1 Maintaining community relationships	35	31	45
	4.2 Community analysis and assessment	10	9	40
	4.3 Patron surveys	0	1	20
	4.4 Technology services evaluation	5	10	25
	4.5 Strategic planning	0	13	25
	5. Strategic partnerships			
	5.1 Partnership development	30	20	45
	5.2 Technology outreach	0	10	30
	6. Sharing best practices			
Organizational Management	6.1 Community of practice	45	30	45
	6.2 Annual survey	0	4	20
	7. Planning and policies			
	7.1 Data management policies	40	34	50
	8. Staff expertise			
	8.1 Staff technology training	30	31	40
	8.2 Staff technology competencies	0	9	20
	8.3 Patron technology support	10	14	20
	9. Devices and bandwidth			
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	10.3 Technology service metrics	10	14	25
	11. Technology inclusiveness			
	11.1 Assistive technology	10	16	40

Look at the average scores for your peer group for the indicators.

As a library, where do you want to be in relation to your peer group average?

Which indicators have the greatest potential increase in points?

Prioritizing Action For Impact

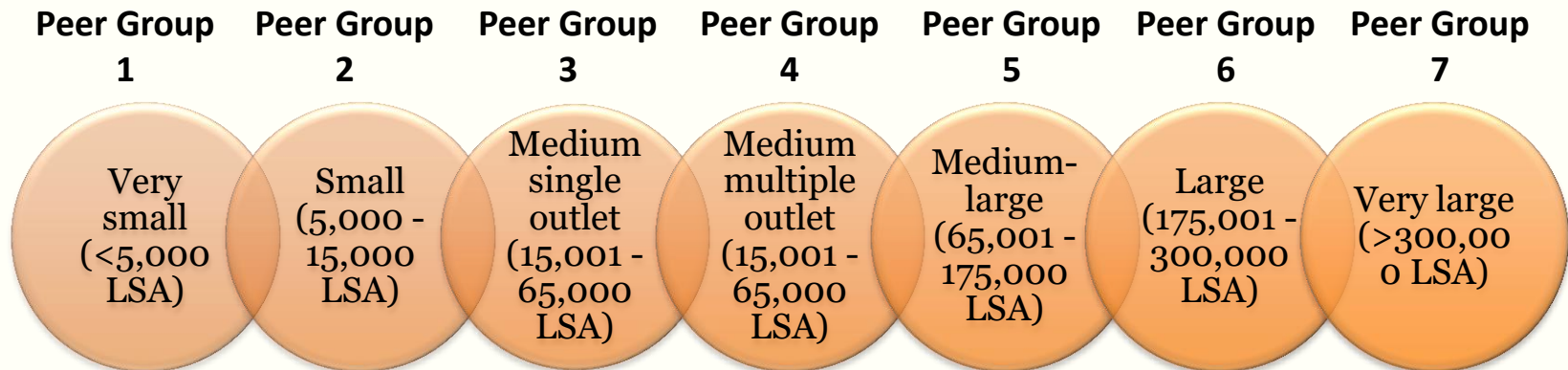
For your Peer Comparison Report, consider:

- Were the points achieved above/below the peer group average in certain Strategic Areas? Benchmarks? Indicators?
- As a library, where do you want to be in relation to your peer group average?
- Which indicators have the greatest potential increase in points?

Peer Attribute Report:

What actions are common among your peers?

National Peer Attribute Report



National Peer Attribute Report

This report can be used to:



- Identify which services might be a priority for a library of your size.
- Make a case to funders and partners for additional resources to help meet key community needs.
- Highlight areas of excellence

Peer attribute report:

What actions are common among your peers?

			National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
3.2. The library supports use of public technology for eGovernment or legal purposes.			9	6	9	13	12	15	18	19
Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
a	1	The library selects and organizes online links to local, state, and federal eGovernment resources	53	38	53	70	67	73	80	83
b	1	The library selects and organizes online guides and instructions for identifying, finding, and using online eGovernment resources	22	15	18	30	29	44	53	56
c	2	The library offers access to electronic legal and law-related research information and services through its website	36	20	35	60	48	58	71	81
d	3	Library-organized or -hosted group instruction for patrons on navigating online government resources is held at least quarterly	3	1	2	6	2	8	14	12
			National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
3.3 The library supports use of public technology for patrons pursuing educational opportunities.			21	17	21	26	28	28	30	31
Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
a	1	Early literacy games, web-based read-along programs, and/or electronic toys or tablets are available at the library and through the library website	62	48	64	72	90	84	88	83
b	1	The library selects, organizes, and maintains online resources related to homework help, research, and information literacy for students	61	46	54	87	77	88	92	95
c	2	The library selects, organizes, and maintains online resources about college selection and financial aid	38	28	33	48	52	56	65	85
d	2	The library offers access to education testing preparation (e.g., SAT, GRE, GMAT, TOEFL) through its website and/or educational testing software	60	42	65	76	83	81	90	88
e	3	The library provides proctoring of exams for online learners	73	69	79	78	79	66	67	51
f	3	Library-organized or -hosted group instruction on using or navigating educational resources is held at least quarterly	7	4	6	9	4	17	22	34

Focus on % response to the attributes

79% of this library's peer group offer proctoring of exams for online learners.

64% offer early literacy games, web-based read-along programs and electronic toys and tablets.

Peer attribute report: drilling down to specific action

			National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
9.4. The library provides peripheral equipment that enables patrons to complete tasks.			18	19	19	19	17	19	18	15
Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
a	1	Headphones are available to loan to patrons	65	70	73	55	48	56	63	37
	1-3	Patron needs for privacy while conducting sensitive transactions are accommodated through at least one of the following:								
b		Installing privacy screens for computer monitors	7	5	6	6	6	17	28	34
c		Placing computer monitors so they can't be viewed by other patrons	27	31	30	19	17	23	28	29
d		Installing partitions between workstations	22	16	19	30	31	31	39	24
e		Having public computers in private rooms	11	7	12	18	15	11	4	10
f	2	Patrons are able to scan documents into digital formats	67	62	68	75	75	72	67	54
g	2	Wireless-enabled printers are available for patron owned devices	31	37	25	28	27	34	24	27
h	3	Video conferencing equipment is available for public use	20	22	16	22	15	22	14	10
i	3	Presentation equipment (e.g., projector, microphone, etc.) is available for public use	58	48	57	75	71	67	65	71
j	3	Multimedia production equipment (e.g. digital cameras, audio recorders, video cameras) is available for public use	13	16	11	15	4	11	16	10

Consider adding attributes to your action plan that many of your peers are engaged in.

That might indicate that it's something achievable for your library too.

Prioritizing Action For Impact

For the National Peer Attribute Report:

- Focus on percent response to attributes.
- Consider adding attributes to your action plan that many of your peers are engaged in.

Developing an achievable plan

GETTING READY FOR ACTION

Getting Ready for Action – 3 Tools



Use the reports to plan and prioritize what your community needs most.

Developing your action plan



- Try to achieve balance across strategic areas
- Look for indicators with few attributes being practiced
- Select Level One attributes that can be easily achieved and are valuable
- Look for a few more difficult attributes that might be useful to your community

DASHBOARD

1

Prepare for Edge

2

Take Assessment

3

Review Results

4

Take Action

Overview

Recommendations

Action Plan

Training Opportunities

Executive Tools

Recommendations

The following list of recommendations was created based on your library's responses to the assessment; any item not marked "yes" in the assessment appears below as a recommendation. For most libraries, the list of recommendations is quite long! It's easy to feel overwhelmed, but remember, no library will achieve 100% on the assessment or implement all of the recommendations. In fact, in a 2014 study, the national average did not exceed 230 on any of the benchmarks. Your Action Plan should include just those recommendations that make sense in your library and community.

Here are some tips to help you get started:

1) Use the filters at the top of the recommendations form to limit your recommendations to one of the Attribute Levels, Benchmarks, and/or Strategic Area. Level 1 recommendations are applicable to most libraries and are usually the easiest to achieve, making them a good place to start.

[Read More](#)

FILTER RECOMMENDATIONS

Strategic Area

- Any -

Benchmark

- Any -

Level

- Any -



FILTER

Showing all of your 89 recommendations

DOWNLOAD RECOMMENDATIONS

Community Value

Benchmark 1

Libraries provide assistance and training with the goal of increasing the level of digital literacy in the community [Learn more](#)

1.1

The library has curricula for and provides regularly scheduled digital literacy training.

Provide structured and regularly scheduled classes on basic computer skills to promote digital literacy in your community.

+ ADD TO ACTION PLAN

Beginning your plan

Filter Recommendations (Showing 36 of 36)

Strategic Area

- Any -

Benchmark

- Any -

Level

- Any -

APPLY

Community Value

Benchmark 1

Libraries provide assistance and training with the goal of the community [Learn more](#)

1.1

The library has curricula for and provides regularly scheduled

Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons.

Level: 1 [4 resource\(s\)](#)

Provide structured and regularly scheduled classes on multi-media (e.g., photo, video, audio) to promote digital literacy in your community.

Level: 1 [8 resource\(s\)](#)

+ ADD TO ACTION PLAN

Use the **filters** on the **recommendations page** to limit your recommendations by Strategic Areas, Benchmarks, and/or Attribute Levels.

Assessment results: drilling down to identify indicators

Benchmark 4

Libraries make strategic decisions based on community priorities for digital inclusion and innovation

4.1 The library has leaders who maintain on-going relationships with community leaders.

Level	Indicator	Library response	Points achieved	Points possible
1	Library leaders attend regular meetings of local elected governing bodies (e.g., city council, county boards of supervisors, town council) that exist within their legal service area at least annually	Yes	10	10
1	A list of local media contacts is maintained and updated at least annually	Yes	5	5
2	Outreach to local media is conducted at least quarterly through one-on-one meetings, press releases, op-eds, or media events at the library	Yes	5	5
2	A presentation about library technology is made to a community group at least annually (e.g., Kiwanis, Chamber of Commerce)	No, but plan to do so in the next year	0	5
2	At least one leader from a community-based organization serves on a library committee or governing board	Yes	5	5
3	At least one library representative sits on a key community board (e.g., community planning)	No, would like to but cannot at this time	0	5
3	The library places information about library technology and/or digital inclusion in local media outlets at least quarterly (e.g., news or feature story, blog post, radio or TV interview)	Yes	5	5
3	The library maintains its own or participates in an ongoing community advisory body whose responsibilities include helping to develop community digital inclusion and technology plans	No, but plan to do so in the next year	0	5

Total Points: 30 / 45 pts

Total Points: 30 / 45 pts

4.2 The library gathers feedback from the community about its public technology needs.

Level	Indicator	Library response	Points achieved	Points possible
1	An analysis of the social and economic conditions of the community is conducted as part of information gathering for strategic planning and decision making	No, but plan to do so in the next year	0	10
2-3	Questions about community technology are included in a library-sponsored needs assessment survey	No, but plan to do so in the next year	0	10
	Community technology-related questions are included in a local government survey	No, but plan to do so in the next year		
2-3	The library conducts community-representative focus groups on the community's technology needs	No, would like to but cannot at this time	0	10
	The library holds advertised forums on the community's technology needs	No, but plan to do so in the next year		
3	The library conducts a community needs assessment for technology resources in languages other than English	No, would like to but cannot at this time	0	5
3	The library conducts a community needs assessment for technology resources for people with disabilities	No, would like to but cannot at this time	0	5

Total Points: 0 / 40 pts

Total Points: 0 / 40 pts

Assessment results: use levels to identify attributes

4.2 The library gathers feedback from the community about its public technology needs.

Level	Indicator	Library response	Points achieved	Points possible
1	An analysis of the social and economic conditions of the community is conducted as part of information gathering for strategic planning and decision making	No, but plan to do so in the next year	0	10
2-3	Questions about community technology are included in a library-sponsored needs assessment survey	No, but plan to do so in the next year	0	10
	Community technology-related questions are included in a local government survey	No, but plan to do so in the next year		
2-3	The library conducts community-representative focus groups on the community's technology needs	No, would like to but cannot at this time	0	10
	The library holds advertised forums on the community's technology needs	No, but plan to do so in the next year		
3	The library conducts a community needs assessment for technology resources in languages other than English	No, would like to but cannot at this time	0	5
3	The library conducts a community needs assessment for technology resources for people with disabilities	No, would like to but cannot at this time	0	5

Total Points: 0 / 40 pts

Start with Level 1 attributes in low scoring indicators.

Level 1 attributes are considered foundational for all library types. These resources, activities, or programs are generally simple and low cost to implement.

Peer attribute report: drilling down to specific action

			National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
9.4. The library provides peripheral equipment that enables patrons to complete tasks.			18	19	19	19	17	19	18	15
Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
a	1	Headphones are available to loan to patrons	65	70	73	55	48	56	63	37
	1-3	Patron needs for privacy while conducting sensitive transactions are accommodated through at least one of the following:								
b		Installing privacy screens for computer monitors	7	5	6	6	6	17	28	34
c		Placing computer monitors so they can't be viewed by other patrons	27	31	30	19	17	23	28	29
d		Installing partitions between workstations	22	16	19	30	31	31	39	24
e		Having public computers in private rooms	11	7	12	18	15	11	4	10
f	2	Patrons are able to scan documents into digital formats	67	62	68	75	75	72	67	54
g	2	Wireless-enabled printers are available for patron owned devices	31	37	25	28	27	34	24	27
h	3	Video conferencing equipment is available for public use	20	22	16	22	15	22	14	10
i	3	Presentation equipment (e.g., projector, microphone, etc.) is available for public use	58	48	57	75	71	67	65	71
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Consider adding attributes to your action plan that many of your peers are engaged in.

That might indicate that it's something achievable for your library too.

Focus on % response to the attributes

GETTING READY FOR ACTION

THREE STEP APPROACH

- Try to achieve balance across three strategic areas
- Start with Level 1 attributes in low scoring indicators.
- Use the three available filters to help you choose recommendations.

Competing priorities

LOOKING OUTSIDE THE REPORTS

Questions before adding to action plan

1. What resources do you have available for this (staff, expertise, time, money, partnerships)?
2. How much can you do in a year?
3. What are the easy wins that will be visible to the community?
4. What can be done now to reduce stress points for staff?

Always consider your community

Talk about your answer choices for things you aren't doing:

No, but plan to do so
in the next year

- How will it help patrons?
- How will we know it's working?
- Is it sustainable?
- What are the best practices?

No, would like to but
cannot at this time

- What are the barriers?
- Are there resources that might help?
- Are there other ways we can address this indicator area?

No, we have no plans
to do so at this time

- Why not?
- Have we checked in with the community to be sure it wouldn't result in positive outcomes for patrons?
- Are we engaged in more high value activities?

It's okay to say no, just know why.

Long term actions



- Some attributes might take years to fully implement (increasing bandwidth, opening a new location)
- Think about your long term strategies for building towards those actions
- Select actions from the Community Engagement strategic area that will help you build support

Check the resources for each recommendation

4.2

The library gathers feedback from the community about its public technology needs.

Conduct an analysis of the social and economic conditions of the community as part of information gathering for strategic planning and decision making of your public technology needs.

+ ADD TO ACTION
PLAN

Level: 1 2 resource(s)

- [Haverhill \(MA\) Public Library completed a SWOT analysis that informed the library's strategic plan](#)
Library Example · <http://www.haverhillpl.org/about/strategic-plan/>
- [TechSoup. Finding data about your community.](#)
Article · <http://techsoupforlibraries.org/blog/finding-data-about-your-community>

- Get an idea of what is involved in implementation
- Balance more difficult actions with easier wins
- Estimate resources required

3.4

The library supports use of public technology for health and wellness purposes.

Host group instruction at least quarterly on using or navigating health and wellness resources to promote the use of the library and its publicly accessible technologies for health and wellness purposes.

+ ADD TO ACTION PLAN

Level: 3 4 resource(s)

- [TechSoup: Healthcare is Everywhere](#)
Article - <http://techsoupforlibraries.org/spotlight/healthcare-is-everywhere>
- [Public Libraries & Community Partners: Working Together to Provide Health Information Nnlm.gov website](#)
Tool - <http://nnlm.gov/outreach/community/>
- [The Challenge of Providing Consumer Health Information Services in Public Libraries: Aaas.org downloadable document](#)
Article - <http://ehrweb.aaas.org/PDF/ChallengePubLibraries.pdf>
- [NIH Senior Health: A Toolkit for \[Technology\] Trainers : Nihseniorhealth.gov website](#)
Tool - <http://nihseniorhealth.gov/toolkit/toolkit.html>

Include community technology-related questions in a local government survey to help your library determine your community's public technology needs.

Level: 2 3 resource(s)

+ ADD TO ACTION PLAN

Conduct community-representative focus groups on the community's technology needs to help gather feedback from your community on its public technology needs.

Level: 2 4 resource(s)

+ ADD TO ACTION PLAN

→ Hold advertised forums on the community's technology needs to help gather feedback from your community on its public technology needs.

Level: 2 6 resource(s)

+ ADD TO ACTION PLAN

- **Conducting Public Forums and Listening Sessions**

Tool · <http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-public-forums/main>

- **Seattle Public Library to host "Supporting Startups and Investing in the Community"**

Article · <http://brainstorm.seattle.gov/2014/06/01/seattle-public-library-to-host-supporting-startups-and-investing-in-the-community-june-12/>

- **Digital inclusion town hall meeting**

Article · <http://digitalinclusionkc.org/news/digital-inclusion-town-hall-meeting-january-16-2015>

- **Town hall reflects progress, needs on Missouri broadband expansion**

Article · <http://www.wgem.com/story/18061109/town-hall-reflects-progress-needs-on-missouri-broadband-expansion>

- **Minneapolis Digital Inclusion: Summary of Community Discussions**

Library Example · <http://www.minneapolismn.gov/www/groups/public/@bis/documents/webcontent/wcms1p-127346.docx>

- **Kansas City Digital Inclusion Summit Report**

Library Example · http://digitalinclusionkc.org/sites/default/files/DigitalInclusionReport_Jan2015.pdf

Add items to your Edge action plan

Action Plan

These are the Action Items your library selected to represent you local community priorities. Click on an Action Item to see more information, including supporting resources and a notes field to record progress.

To add items to the Action Plan, click on the "Add Action Item" button below. To view details about an Action Item or remove it from the Action Plan, click on the item in the list.

[+ ADD ACTION ITEM](#)

[DOWNLOAD ACTION PLAN](#)

Community Value

Indicator	Action item	Last activity	Status
2.2	Monitor and update website links and content at least monthly.	9/29/15	Complete ▾
3.4	Provide online resources on medical conditions, procedures, prescription drugs, and healthcare providers to support the use of public technology for health and wellness purposes.	9/29/15	Not started ▾

Engaging the Community

Indicator	Action item	Last activity	Status
4.3	Survey patrons annually about public technology use and outcomes in workforce development	9/29/15	Not started ▾
4.5	Incorporate digital inclusion and innovation goals in library's strategic planning and decision making.	9/29/15	In progress ▾

Use the online action plan to track progress. Download and share your plan with stakeholders.

You're ready to jump in!

